

## Private medical institutions gain over municipal ones in the competition for customers

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### Abstract

Objective: to detect factors employed by medical preventive institutions in the market of medical services to achieve competitive advantages. Methods: assessment of opinions of leading scientists on the problem under study; field marketing research based on questionnaire survey and selective personal interview. Results: found that 68% respondents are not satisfied with provision of medical services by municipal healthcare institutions for certain reasons. Most discontent is caused by waiting turn in a doctor's office for more than an hour, absence of specialized doctors, quality of service, indifferent attitude of doctors to patient, and other reasons. Academic novelty: most attractive aspects of fee-based medical centers have been defined, among which respondents named no lines, presence of specialized doctors, quality services. Practical relevance: achievements of fee-based medical institutions attracting the attention of clients due to higher quality service provide the basis for sharing experience by municipal medical institutions.

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### Keywords

Competition, Competitive advantages, Competitiveness, Consumer satisfaction, Fee-based medical services, Service attractiveness